

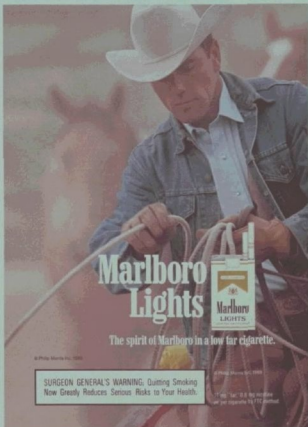
LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CONSTATO, INC.

Ad No. 7248-B2-DENIM COIL-Req. No. 15890-Page-4/C-Steed-(5-5/8" x 7-3/4")-TV Guide, 1989

Printed in U.S.A.

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A man in a cowboy hat and denim jacket is shown from the chest up, holding a coiled rope. He is looking down at the rope. The background is a blurred, warm-toned image of a horse and rider. The Marlboro Lights logo is prominently displayed in the center, with the words "Marlboro" and "Lights" in a stylized font. Below the logo, the tagline "The spirit of Marlboro in a low tar cigarette." is written. In the bottom left corner, there is a box containing the Surgeon General's warning. In the bottom right corner, there is a small box containing the text "1 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method." and the copyright notice "© Philip Morris Inc. 1989."

**Marlboro  
Lights**

The spirit of Marlboro in a low tar cigarette.

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**SURGEON GENERAL'S WARNING:** Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

1 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.

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